

**Amendments to the Claims:**

The listing of claims will replace all prior versions, and listings of claims in the application. Please amend/cancel/add the claims as follows:

**Listing of Claims:**

1. (Cancelled)

2. (Amended) ~~The combination as claimed in claim 1~~ In combination, a merchandise display shelf and a sign holder,

said merchandise display shelf including a generally horizontally extending shelf member for receiving and supporting merchandise to be displayed, said shelf member having a front edge, and a downwardly depending lip member at said front edge of said shelf member, said lip member having a lower edge,

said sign holder including a sign-receiving element and a mounting element, said mounting element being carried by said shelf member with portions of said sign-receiving element extending below said lower edge of said lip member and with portions of said mounting element extending at least to about the level of said lower edge of said lip member, and a resilient connector interconnecting said sign-receiving element and said mounting element of said sign holder above said lower edge of said lip member, wherein said mounting element includes a mounting panel extending generally vertically in use, said mounting panel including a rear face, a front face, an upper edge and a lower edge, and a reverted element having a front face, a rear face, an upper edge, and a lower edge, said upper edge of said reverted element being interconnected with said upper edge of said mounting panel by a U-shaped bight portion, said rear face of said reverted element extending in spaced relation to said front face of said mounting panel, the

height of said mounting panel between said upper and lower edges of said mounting panel being a multiple of the height of said reverted element between said upper and lower edges of said reverted element, and said resilient connector being connected to said front face of said reverted element.

3. (Original) The combination as claimed in claim 2, wherein the height of said mounting panel is at least about five times the height of said reverted element.

4. (Original) The combination as claimed in claim 2, wherein said sign-receiving element has a vertically extending height with a mid-point, and said resilient connector is connected to said sign-receiving element above said mid-point.

5. (Original) The combination as claimed in claim 2 further including a label holder carried by said lip member of said shelf member, said label holder including a body panel and a cover member each having an upper edge, a lower edge, a front face, and a rear face, said lower edges of the body panel and said cover member being interconnected by a resilient hinge member to form a generally vertically extending pocket between said front face of said body panel and said rear face of said cover member,

said mounting panel of said mounting element being seated in said pocket with said bight portion extending over said upper edge of said cover member.

6. (Original) The combination as claimed in claim 2, further including means defining a C-channel below said front edge of said shelf member, said C-channel including an upper forwardly and downwardly depending lip defining an upper downwardly-opening pocket, and a lower forwardly and upwardly extending

lip defining a lower upwardly-opening pocket, and said mounting element being carried by said C-channel with said bight portion engaged in said upper pocket and said lower edge of said mounting panel engaged in said lower pocket.

7. (Original) The combination as claimed in claim 6, further including a label holder carried by said lip member of said shelf member, said label holder including a body panel and a cover member each having an upper edge and a lower edge, said lower edges of said body panel and said cover member being interconnected by a hinge member to form a label-receiving pocket between said front face of said body panel and said rear face of said cover member, said upper and lower pockets of said C-channel being defined by upper and lower lips on said front face of said cover member.

8. (Amended) The combination as claimed in claim +2, wherein said sign holder comprises a transparent body panel having a front face, a rear face, and upper and lower spaced edge portions, a flap extending behind, and in spaced parallel relation, to said rear face of said body panel from each of said upper and lower body panel edge portions, said flaps each comprising front and rear faces, a terminal free edge portion and a bight portion integrally connecting said flap to said body panel at a respective body panel edge portion, said front face of each of said flaps together with said rear face of said body panel defining opposing, aligned, upper and lower sign-receiving channels, and said resilient connector being connected to said rear face of said upper flap.

9. (Original) The combination as claimed in claim 8, wherein said body panel of said sign holder has a vertically extending height between said bight portions with a mid-point, and said resilient connector is connected to said upper flap at a point above said mid-point of said body panel.

10. (Original) The combination as claimed in claim 8, wherein said body panel of said sign holder is transparent, further including a sign fitted between said sign-receiving channels of said sign holder and against said rear face of said body panel.

11. (New) A sign holder for a merchandise display shelf having a generally horizontally extending shelf member for receiving and supporting merchandise to be displayed and a downwardly depending lip member, said sign holder including a sign-receiving element and a mounting element mountable to said shelf member, and a resilient bead of flexible material interconnecting said sign-receiving element and said mounting element of said sign holder wherein

said mounting element including a planar mounting panel including a rear face, a front face, an upper edge and a lower edge, and a planar reverted element having a front face, a rear face, an upper edge, and a lower edge, said upper edge of said reverted element being interconnected with said upper edge of said mounting panel by a U-shaped bight portion, said rear face of said reverted element extending in spaced relation to said front face of said mounting panel, the height of said mounting panel between said upper and lower edges of said mounting panel being a multiple of the height of said reverted element between said upper and lower edges of said reverted element;

said sign-receiving element comprising a transparent body panel having a front face, a rear face, and upper and lower spaced edge portions, a flap extending behind, and in spaced parallel relation, to said rear face of said body panel from each of said upper and lower body panel edge portions, said flaps each

comprising front and rear faces, a terminal free edge portion and a bight portion integrally connecting said flap to said body panel at a respective body panel edge portion, said front face of each of said flaps together with said rear face of said body panel defining opposing, aligned, upper and lower sign-receiving channels; and

said resilient bead of flexible material being connected between said rear face of said upper flap of said sign-receiving element and said front face of said reverted element of said mounting element to enable said sign-receiving element to move relative to said mounting element upon impact.

12. (New) The sign holder as claimed in claim 11, wherein said body panel of said sign holder has a vertically extending height between said bight portions with a mid-point, and said flexible bead is connected to said upper flap at a point above said mid-point of said body panel.